

## Claims

We claim:

- 1 1. A display system for enhancing a retail environment, comprising:  
2 a plurality of displays placed in a retail environment;  
3 a plurality of sensors placed in the retail environment, the sensors  
4 configured to acquire implicit characteristics of consumers;  
5 a database storing content and implicit preference models; and  
6 means for updating the displays with the content in real-time  
7 according to the implicit characteristics of the consumers and the implicit  
8 preference models.
- 1 2. The retail system of claim 1, in which components of the displays are  
2 selected from the group consisting of projectors, audio outputs, signages,  
3 controllable mannequins, models, scent generators, and combinations  
4 thereof.
- 1 3. The retail system of claim 1, in which the sensors are selected from the  
2 group consisting of proximity sensors, infrared sensors, microphones,  
3 thermal sensors, cameras, touch sensors, and motion sensors.
- 1 4. The retail system of claim 1, further comprising:  
2 determining consumer behavior in a vicinity of the displays; and  
3 means for updating the displays with the content in real-time  
4 according to the consumer behavior.

- 1 5. The retail system of claim 1, in which the implicit consumer  
2 characteristics are selected from the group consisting of gender, height,  
3 weight, age, and race.
- 1 6. The retail system of claim 1, in which the sensors acquire environmental  
2 data from the retail environment.
- 1 7. The retail system of claim 1, in which the environmental data are selected  
2 from the group consisting of weather, traffic, time, date, pricing, and sales.
- 1 8. The retail system of claim 1, in which the retail environment includes  
2 three-dimensional structural elements, and further comprising:  
3 means for projecting images on the three-dimensional structural  
4 elements.
- 1 9. The retail system of claim 1, in which the updating precludes an explicit  
2 identification of the consumers.
- 1 10. The retail system of claim 1, in which the updating is based on sensed  
2 shopping patterns of the consumers.
- 1 11. The retail system of claim 1, in which the sensors acquire heart rates and  
2 breathing rates of the consumers.
- 1 12. The retail system of claim 1, in which particular sensors are embedded in  
2 the retail environment.

1 13. The retail system of claim 1, in which the content includes audio and  
2 video signals.

1 14. The retail system of claim 1, in which the content is displayed according  
2 to a history of interactions between the consumers and the retail  
3 environment.

1 15. The retail system of claim 1, in which the content includes product  
2 information.

1 16. The retail system of claim 1, in which the content modifies an  
2 appearance of the retail environment.

1 17. The retail system of claim 1, in which a particular display simulates  
2 theatrical lighting.

1 18. The retail system of claim 1, in which a particular display simulates  
2 multiple video monitors with a single projector.

1 19. A method for enhancing a retail environment, comprising:  
2 placing a plurality of displays in a retail environment;  
3 placing a plurality of sensors in the retail environment, the sensors  
4 configured to acquire implicit characteristics of consumers;  
5 storing content and implicit preference models in a database; and  
6 updating the displays with the content in real-time according to the  
7 implicit characteristics of the consumers and the implicit preference models.